AMENDMENTS TO THE CLAIMS

1-25.   (Canceled)

26.   (Currently amended) A computer-based method for dynamically incorporating advertisements into a video game defined by gaming code that is executing on a game client system, comprising:

establishing a network connection to a game server;

establishing a ~~network~~ dribble pipe connection to an advertising server separate from the game server, wherein the dribble pipe connection continuously carries data packets from the advertising server to the game client system while the dribble pipe connection is maintained, and wherein a predetermined, fixed amount of time elapses between consecutive data packets carried by the dribble pipe connection; and

while the gaming code is executing and the game is being played:

receiving ~~over the network connection to the advertising server~~ in the data packets of the dribble pipe connection and storing on the game client system at least one advertisement, [[each]] the advertisement having a content and at least one advertisement attribute;

detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with the game object;

determining, by the game client system, [[if]] whether an advertisement attribute of a stored advertisement matches one or more criteria defined by the detected advertising tag, and ~~if it is determined~~ in response to determining that an advertisement attribute of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the video game by presenting the content as part of the game object; and

~~receiving additional data continually over the network connection to the advertising server~~ <u>maintaining the dribble pipe connection</u> during a remaining duration of time the gaming code is executing and the game is being played, ~~the additional data~~ including <u>receiving</u> at least one additional advertisement <u>in the data packets of the dribble pipe connection</u>.

27.   (Currently amended) The method of Claim 26, wherein ~~a criterion defined by the~~ <u>detecting an advertising tag includes detecting an</u> advertising tag <u>that</u> defines a ~~desired~~ <u>targeted</u> age group, and wherein <u>inserting the content includes inserting</u> an advertisement ~~is inserted~~ into the video game in response to an age group attribute of the advertisement being within the ~~desired~~ <u>targeted</u> age group criterion of the advertising tag.

28.   (Currently amended) The method of Claim 26, wherein ~~a criterion defined by the~~ <u>detecting an advertising tag includes detecting an</u> advertising tag <u>that</u> defines a genre which indicates a ~~desired~~ <u>targeted</u> subject matter for the advertisement, and wherein <u>inserting the content includes inserting</u> an advertisement ~~is inserted~~ into the video game [[if]] <u>in response to determining that</u> a genre attribute of the advertisement matches the genre criterion of the advertising tag.

29.   (Currently amended) The method of Claim 26, wherein ~~a criterion defined by the~~ <u>detecting an advertising tag includes detecting an</u> advertising tag <u>that</u> defines a type which indicates a ~~desired~~ <u>targeted</u> format for the content of the advertisement, and wherein <u>inserting the content includes inserting</u> an advertisement ~~is inserted~~ into the video game [[if]] <u>in response to determining that</u> a type attribute of the advertisement matches the type criteria of the advertising tag.

30.   (Currently amended) The method of Claim 29, wherein ~~the desired~~ <u>detecting an advertising tag includes detecting an advertising tag that specifies a targeted</u> format <u>that is</u> ~~one of~~

selected from the group consisting of static images, animated images, program code, audio files, and video files.

31.   (Currently amended) The method of Claim 26, wherein ~~a criterion defined by the~~ detecting an advertising tag includes detecting an advertising tag that defines scheduling information, and wherein inserting the content includes inserting an advertisement that is inserted into the video game [[if]] in response to determining that a scheduling attribute of the advertisement matches the scheduling criterion of the advertising tag.

32.   (Canceled)

33.   (Previously presented) The method of Claim 26, further comprising:

collecting quality data representing the manner and duration of the insertion of the content into the game as presented; and

transmitting the quality data.

34.   (Currently amended) The method of Claim 33, wherein ~~the quality~~ collecting quality data includes collecting data that comprises a measure of pixel-hours for which the content was presented.

35.   (Currently amended) The method of Claim 33, wherein ~~the quality~~ collecting quality data includes collecting data that comprises a hit count, and ~~wherein the~~ further comprising calculating the hit count ~~is calculated on the game console~~ by:

measuring a time for which and a screen size at which the content is presented; and

incrementing the hit count [[if]] in response to determining that the time or screen size meet thresholds that are greater than zero.

36.   (Currently amended) The method of Claim 26, further comprising, upon detecting that the game player has interacted with the presented content, modifying an interactive

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game behavior of a game object ~~such that the game object will behave differently upon~~ to behave differently during a subsequent interaction.

37. (Currently amended) A computer-based method for operating an ad server that delivers advertisements to a game client system, ~~each advertisement~~ the advertisements having [[a]] respective content and ~~at least one~~ respective advertisement ~~specification~~ specifications, the method comprising:

under the control of instructions executed by the ad server:

establishing a communication link with the game client system that is running a video game;

continually transmitting and receiving data packets over the communication link with a predetermined interval of time between pairs of transmitted data packets and between pairs of received data packets, including:

receiving from the game client system data packets including a request for an advertisement, the request defining one or more ~~desired~~ targeted criteria;

retrieving at least one advertisement having an advertisement specification that matches the one or more ~~desired~~ targeted criteria; and

transmitting data packets including the at least one retrieved advertisement to the game client system ~~over the communication link~~ as part of the continually transmitted data packets; and

~~continually transmitting~~ continuing to transmit and receive data packets over the communication link with a predetermined interval between pairs of packets until the game client system stops running the video game.

38. (Canceled)

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39.   (Currently amended) The method of Claim [[36]] 37, further comprising receiving quality data from the game client system, the quality data representing the manner and duration of an insertion of the content of an advertisement into the game as presented.

40.   (Currently amended) The method of Claim 39, wherein [[the]] receiving quality data includes receiving quality data that comprises a measure of pixel-hours for which the content was presented.

41.   (Canceled)

42.   (Currently amended) A computer-readable storage medium having stored thereon instructions that, when executed in response to execution by a processor in a game client system, cause the game client system to execute a method operations for dynamically incorporating advertisements into a video game defined by gaming code, the method operations comprising:

forming a communication link with a game server;

forming a communication link with an advertising server;

while the gaming code is executing and the video game is being played:

continually receiving data packets over the communication link with the advertising server such that a constant portion of bandwidth available to the game client system is used by the communication link with the advertising server, wherein a fixed period of time elapses between receiving the data packets;

receiving over the communication link with the advertising server in the continually received data packets and storing on the game client system at least one advertisement, [[each]] the advertisement having a content and at least one advertisement specification;

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detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with a game object;

determining [[if]] whether an advertisement specification of one of the received advertisements matches one or more criteria defined by the detected advertising tag, and ~~if it is determined~~ in response to determining that an advertisement specification of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the game by presenting the content as part of the game object; and

continuing to receive data packets over the communication link with the advertising server until the gaming code is no longer executing and the video game is no longer being played.

43.   (Currently amended) A computer-readable storage medium having stored thereon instructions that, ~~when executed~~ in response to execution by a processor in an advertising server, cause the advertising server to execute a method for operating the ad server to deliver advertisements to a game client system, ~~each advertisement~~ the advertisements having [[a]] respective content and ~~at least one~~ respective advertisement ~~specification~~ specifications, the method comprising:

establishing a communication link with the game client system that is running a video game;

continually sending and receiving a plurality of data packets to and from the game client system over the communication link at a constant rate;

receiving from the game client system a request for an advertisement within the continually received plurality of data packets, the request defining one or more ~~desired~~ targeted criteria;

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retrieving at least one advertisement having an advertisement specification that matches the one or more of the ~~desired~~ targeted criteria;

transmitting the at least one retrieved advertisement within the continually sent plurality of data packets; and

~~continually~~ continuing to ~~transmitting~~ send and receive data packets over the communication link at the constant rate until the game client system stops running the video game~~, the data including the at least one retrieved advertisement.~~

44.   (Canceled)

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